



# The Roadside Network

Large format roadside advertising across the UK

**ELONEX**<sup>TM</sup>

# Why Digital Out of Home?



## Creating unavoidable impact

Digital Out of Home is different from other media. It can't be avoided or blocked and, as more people spend more time out and about, its audiences are huge. It's a public, broadcast, medium with reach and impact. It conveys stature and authority, making brands famous and iconic.

## Driving creativity



Digital Out of Home is the ultimate creative medium. It offers unavoidable impact and memorability, and provides advertisers and agencies with a wealth of creative opportunities. Time-sensitive, location-specific, multi-creative, contextual and other dynamic messaging triggers provide advertisers with new creative opportunities to engage with an even more defined audience.

## Provoking action

Post Covid, as consumers spend more time out and about, they are completely exposed to Digital Out of Home advertising. Academic studies show that when consumers are out and about, they are in an active mindset. This means they are more inclined to absorb and engage with new messages.







# Target high volume traffic on the UK's **busiest roads and motorways**

The Elonex Roadside Network features unmissable digital advertising billboards strategically placed in and around big towns and cities, including Birmingham and Manchester.



**BUILD NATIONAL PACKAGES  
OR TARGET SPECIFIC AREAS**



37 ROADSIDE SCREENS DELIVERING OVER

75,000,000 impacts  
every month



# Targeting on-the-move audiences

Flexible and in real time, advertising across the Elonex Roadside Network enables fast and effective targeting of multiple audiences based on location and time of day, whilst making it easy to drive awareness and deliver high impact brand messaging to millions of commuters every week of the year.



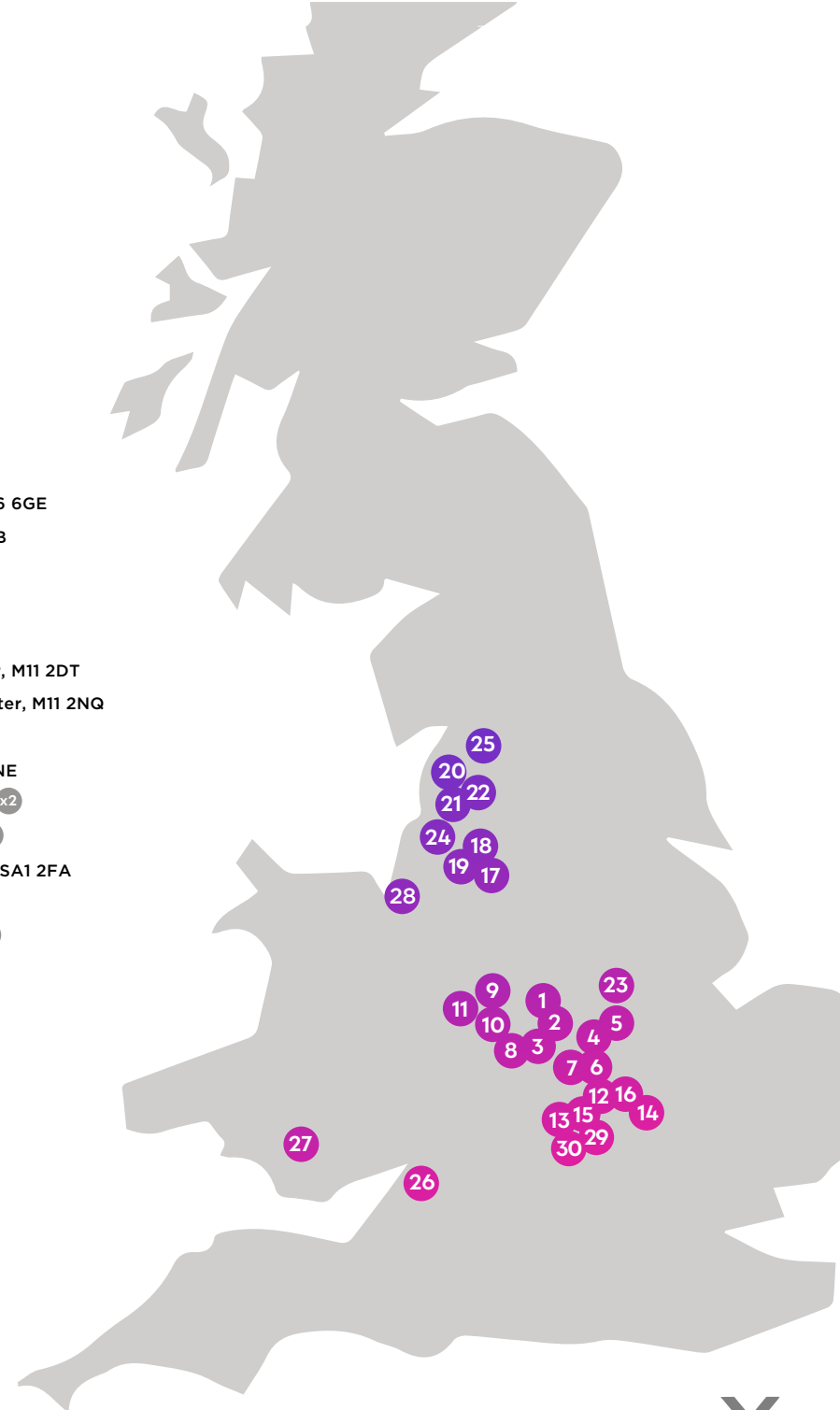
**STRATEGICALLY PLACED IN AND  
AROUND BIG TOWNS & CITIES**



# All mapped out

- |  |  |
|--|--|
| 1 Hagley Road   Birmingham, B66 4AU                    | 16 Coventry City Mega D48   Coventry, CV6 6GE      |
| 2 Albert Street   Birmingham, B4 7NL                   | 17 The Manchester Screen   Salford, M17 1AB        |
| 3 Southside 48   Birmingham, B5 6UU                    | 18 MediaCity Mega 6   Manchester, M50 3BG          |
| 4 Dartmouth Middleway   Birmingham, B7 4LT             | 19 Bentcliffe Way   Manchester, M30 0EE            |
| 5 Spotlight New Town Row   Birmingham, B6 4HP x2       | 20 Queens Road   Manchester, M40 7XH               |
| 6 Spotlight Birmingham Road   Birmingham, B71 4JQ x2   | 21 Ashton Old Road, Inbound   Manchester, M11 2DT  |
| 7 Digbeth D96   Birmingham, B12 0LD                    | 22 Ashton Old Road, Outbound   Manchester, M11 2NQ |
| 8 A38 (M)   Birmingham, B6 4TN                         | 23 Humberstone 48   Leicester, LE5 3AP             |
| 9 Tyburn Road City Outbound   Birmingham, B24 8NP      | 24 Warrington Wolves   Warrington, WA2 7NE         |
| 10 Tyburn Road City Inbound   Birmingham, B24 8PT      | 25 Blackburn Rovers   Blackburn, BB2 4JF x2        |
| 11 Farley Centre   West Bromwich, B70 7QU              | 26 Bristol Big Screens   Bristol, BS10 7TT x2      |
| 12 Coventry Road D96   Birmingham, B25 8DF             | 27 The Swansea.com Stadium   Swansea, SA1 2FA      |
| 13 Northampton Town FC   Northampton, NN5 5QA          | 28 Liver Birds D96   Liverpool, L6 1AP             |
| 14 Coventry CV1 Millenium Place   Coventry, CV1 1JD    | 29 Coventry Ring Road D96s   CV1 2TE x2            |
| 15 Coventry CV1 Butts Park Road   Coventry, CV1 3GE x2 | 30 Coventry One D48s   CV3 6TA x2                  |

x2 = number of screens







# Digital 96 sheets

Large format Digital 96 sheet advertising screens that are iconic in nature, propel messaging to new levels, reach huge audiences, and make brands famous.

## INCLUDING

- Spotlight Birmingham Road
- Spotlight New Town Row, Birmingham
- Coventry Road D96, Birmingham
- Digbeth D96, Birmingham
- Queens Road, Manchester
- Ashton Old Road, Manchester Inbound
- Ashton Old Road, Manchester Outbound
- Warrington Wolves
- Liver Birds D96, Liverpool
- Coventry Ring Road D96s



DELIVERING AN AUDIENCE OF OVER  
10 MILLION EVERY FORTNIGHT





# Digital 48 sheets

Achieve mass coverage across the UK on stand out Digital 48 sheets that are strategically positioned to target big audiences and build major brand awareness.

## INCLUDING

- Humberstone 48
- Bristol Big Screens
- Swansea.com Stadium
- Dartmouth Middleway
- Stafford Court
- Birmingham A38(M)
- Tyburn Road
- 100 Tyburn Road
- Coventry City Centre D48s
- Southside 48
- Butts Park Arena
- Coventry City Centre
- Farley Centre
- Albert Street
- Bentcliffe Way
- Coventry Mega D48
- Northampton Town FC
- Hagley Road







# Mega 6 sheets

Iconic and simply unmissable, Digital Mega 6 sheets are designed for brands who are determined to make big statements and leave lasting impressions.

## INCLUDING

- MediaCity Mega 6, Manchester
- Blackburn Rovers Inbound
- Blackburn Rovers Outbound



STOP - AND - STARE SCREENS



SPECIAL BUILD, XL FORMAT





# The Manchester Screen @ Victoria Warehouse

Delivering over **1.2 million impressions**  
every two weeks

The Manchester Screen at Victoria Warehouse offers a rapid and efficient method of reaching a vast audience and amplifying brand recognition. Situated near Manchester City Centre, Salford Quays, and Media City, it's recognised as a city icon as much as the landmarks that surround it.



**MANCHESTER'S BIGGEST SCREEN**



**49% MALE, 51% FEMALE SPLIT**





# Talk to us

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**ELONEX™**

 **route**  
outdoor media analytics